

Corporate Communications Campaigns Update October 2019 to January 2020

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Agenda

1. Blaenau Gwent Campaigns
2. Internal Communications

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Community Services

Introduction of Plastic Food Waste Bags

Aim

- Communicate the change from compostable to plastic food bags
- Encourage food recycling
- End of October start

Communications

- Website
- Social media
- Contact Centre Brief

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Community Services Street Scene Roadshows

Aim

- Annual engagement with the local community in October and early November
- Street cleaning
- Waste and recycling

Communications

- Website
- Social media
- Press release
- Survey
- Events



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Regeneration



Campaigns

- Business Hub promotion
- BG Effect Event in November
- Launch of Blaenau Gwent Business Awards – November
- Box Units

Communications

- Press release
- Social media
- Website
- Video (Business Hub)
- Events
- Case Studies
- Fact Sheets

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Regeneration

Tech Valleys Communication Strategy and Plan

- Joint approach with Welsh Government
- Procurement of external support to develop strategic communications approach between now and December
- 2 month consultancy project starting in January

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Social Services Recruitment and Retention of Foster Carers

- National Campaign being developed with all Wales Councils
- To deliver a new year's resolutions campaign to encourage more people to foster in 2020
- Create a suite of generic '20 reasons' creative that can be used throughout 2020 to remind people of the benefits of fostering

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Social Services Adult Services

- Communications plan with 4 themes being developed
- Prevention
- Long Term Care
- Community Networks
- Partnerships
- Resource to update and re-launch Dewis Cymru as key search tool

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Social Services

Recruitment and Retention of Foster Carers

- Animated first social media post live midnight on 1st January 2020 so people see this as a 'Happy New Year' message 'i.e. make this the year you make a difference to a child/young person's life
- Animated 20 reasons video clips for Facebook, Twitter and Instagram, end frame to contact
- Short face to camera case studies to be generated on 19th November with people sharing their 'reasons to foster'
- Selfie frame #20reasons to be produced to get some photos on 19th November that can be saved ready for launch
- Social media tiles for Facebook, Twitter and Instagram
- A4 poster (artwork only not print) with a call to action to contact Authority today
- A5 flyer invite, to invite people along to an event to find out more
- PR support to generate press interest in the '20 reasons campaign'

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Schools

Tredegar 4G Pitch

- £300,000 funding for Tredegar Comprehensive
- Astro turf pitch
- New 4G pitch

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Budget Engagement Communications

Blaenau Gwent Budget 2019 - 2020

WELSH GOVERNMENT £111m
COUNCIL TAX £33m
WEEB AND CHARGES £18m

How the Council is funded?
This year we had a cash flat settlement from the Welsh Government. Due to rising costs we still had a budget shortfall of £3milion.

How is this money spent?
The majority of money we get from the Welsh Government is spent on Social Services and Education. Council Tax and other income helps fund those other services important to our residents.

Social Services	£50m	Highways & Transport	£11m
Schools and Learning	£9.6m	Finance & Governance	£7m
Environment	£2.2m	Regeneration	£3m
Council Tax Support	£9m	Leisure Services	£4m

Council Tax
Council Tax is going up by 4.9%. In Blaenau Gwent 85% of homes are in Band A or Band B. This means the rise equates to:
Band A £1 a week increase
Band B £1.16p a week increase
Don't forget that other organisations precept the Council Tax. Find out more: www.blaenau-gwent.gov.uk

Engagement
We have listened to what you told us and are:

- Examining local projects and education
- Switching on insights on waste made back on food/wastebags
- Planning to trial parking permits and zones to school transport
- Supporting local businesses
- Keeping the borough clean
- Working in partnership to support sports facilities

As the UK prepares to exit the European Union, the Welsh Government and Local Authorities are working to protect public services and the interests of people in Wales. For the latest information on what the Welsh Government is doing to prepare, including guidance on what you can do to get ready, please visit: gov.wales/prepareforwales

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Budget Engagement Communications

Aim

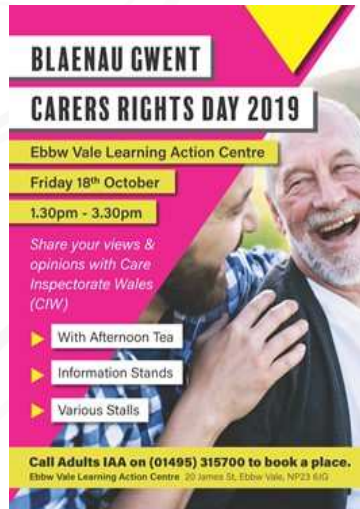
- Annual engagement with the local community in October and early November
- Communicate the challenges and seek feedback from the community on spending priorities

Communications

- Website
- Social media
- Press release
- Survey
- Events

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Recent campaigns



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Internal Communications

- Launch of Manager Brief
- Manager Conference

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